CLAIMS:

1.   A method for selecting personalized commercials, comprising:
providing, for each of a plurality of programs (210, 212, 214, 216, 218), a score (S)
indicating a degree of preference of at least one user (205) in relation thereto;
providing, for each of a plurality of commercials (260, 262, 264, 266), respective
correlation factors (CF) indicating respective degrees of effectiveness in relation to each
of the plurality of programs; and
          providing, for each of the plurality of commercials, a metric (E) indicating a
degree of effectiveness in relation to the at least one user based on the scores and the
respective correlation factors.

2.   The method of claim 1, wherein:
for each of the plurality of commercials, the providing the metric (E) comprises
summing, over each of the plurality of programs, a product of the score for each of the
plurality of programs and the correlation factor for each of the plurality of commercials
relative to each of the plurality of programs.

3.   The method of claim 1, further comprising:
selecting at least one of the plurality of commercials to provide to the at least one·user
based on its metric (E).

4.   The method of claim 1, wherein:
for each of the plurality of programs, the providing a score indicating a degree of
preference of the at least one user comprises using a program recommender (160).

5.   The method of claim 1, wherein:
for each of the plurality of commercials, the respective correlation factors are provided by
advertisers associated therewith.

6.   The method of claim 1, wherein:
the programs comprise video programs.

7.   The method of claim 1, wherein:
the programs comprise television programs.

8.   The method of claim 1, wherein:
the programs comprise audio programs.

9. The method of claim 1, wherein:

the programs have audio and video portions.

10. An apparatus for selecting personalized commercials, comprising:

means (160) for providing, for each of a plurality of programs (210, 212, 214, 216, 218), a score (S) indicating a degree of preference of at least one user (205) in relation thereto;

means (170) for providing, for each of a plurality of commercials (260, 262, 264, 266), respective correlation factors (CF) indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

means (140) for providing, for each of the plurality of commercials, a metric (E) indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

11. The apparatus of claim 10, wherein:

the means for providing the metric (E) sums, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

12. An apparatus for selecting personalized commercials, comprising:

a program recommender (160) providing, for each of a plurality of programs (210, 212, 214, 216, 218), a score (S) indicating a degree of preference of at least one user (205) in relation thereto;

a commercial classifier (170) providing, for each of a plurality of commercials (260, 262, 264, 266), respective correlation factors (CF) indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

a processor (140) providing, for each of the plurality of commercials, a metric (E) indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

13. The apparatus of claim 12, wherein:

the processor provides the metric (E) by summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.

14.   A program storage device tangibly embodying a program of instructions executable by a machine to perform a method for selecting personalized commercials, the method comprising:

providing, for each of a plurality of programs (210, 212, 214, 216, 218), a score (S) indicating a degree of preference of at least one user (205) in relation thereto;

providing, for each of a plurality of commercials (260, 262, 264, 266), respective correlation factors (CF) indicating respective degrees of effectiveness in relation to each of the plurality of programs; and

providing, for each of the plurality of commercials, a metric (E) indicating a degree of effectiveness in relation to the at least one user based on the scores and the respective correlation factors.

15.   The program storage device of claim 14, wherein the providing the metric (E) comprises summing, over each of the plurality of programs, a product of the score for each of the plurality of programs and the correlation factor for each of the plurality of commercials relative to each of the plurality of programs.